



## PRINTER'S 2018 PROGRAM DISPLAY AD SPECIFICATIONS

### DISPLAY AD SIZES (ALL Ads Are Non-bleed)

Program Trim Size	8½" x 11"	NON-SPONSOR PRICING
Full page, inside front/inside back covers	7¾" x 10¼"	\$2000 / \$1750
Full page	7¾" x 10¼"	\$1500
Half page horizontal	7¾" x 5"	\$800
Half page vertical	3¾" x 10¼"	\$800
Quarter page	3¾" x 5"	\$475
Eighth page	3¾" x 2⅜"	\$300

### PRODUCTION REQUIREMENTS

Please provide PDF files saved in the following way:

- ★ Supply a resolution no less than 300 dpi, preferably 350 dpi.
- ★ Embed all fonts and art.

### Color

- ★ Convert all colors, including color photographs, to CMYK for printing. (RGB files will print as grayscale, if at all.)
- ★ Do not apply custom (or printer) profiles to the art. Your profiles may not match those used by the printer.
- ★ Enrich large areas of black (40C, 40M, 40Y, 100K).
- ★ No spot colors.
- ★ No bleeds.

### Art and Photography

- ★ Digital art and photography supplied digitally must have a final resolution of at least 300 dpi. (Images copied from a website or embedded in a Word document will not reproduce at an acceptable resolution.)
- ★ Save raster-based art (such as Photoshop) as RAW or TIF; vector-based art (such as Adobe Illustrator) should be saved as EPS. Do not apply half-tone screens, transfer functions, or postscript color management when saving EPS files.
- ★ Do not apply JPEG or LZW compression because this will cause a loss of pixel data.

### LOGO SPECIFICATIONS

Please send the best possible quality logo. Even if your logo has been previously submitted, please send your current logo that meets the specifications below. Convert all colors to CMYK for printing.

### Acceptable Formats, in Order of Preference

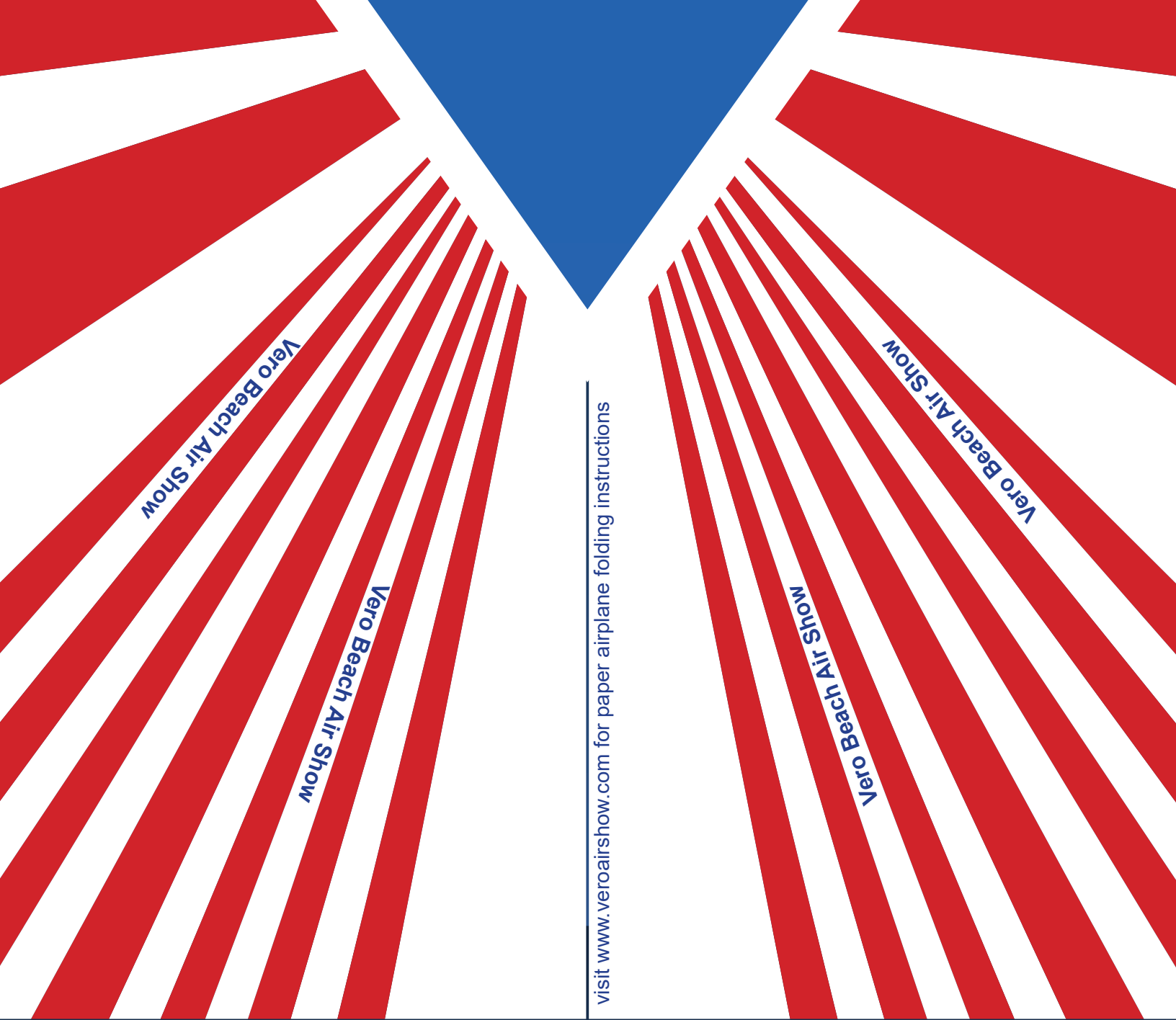
- ★ EPS (all fonts converted to curves)
- ★ PDF – high resolution, 300 dpi, 100% size
- ★ JPEG – high resolution, 300 dpi, 100% size

\* We can only guarantee best quality with EPS files that are submitted to specifications.

**Note:** Please do not send PNG files or any files that have been used in/as part of a website. Such files are not of high enough resolution for use in print.

### Have a Production Question or Need an Ad Produced?

Contact Jones & Jones Advertising at 772-778-9797 or email [tor@look2jj.com](mailto:tor@look2jj.com).



Vero Beach Air Show

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visit [www.veroairshow.com](http://www.veroairshow.com) for paper airplane folding instructions

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